

## **Cultural / Convention District**

### **South End Strategic Development Plan**



### **What are we trying to do?**

- **Implement three of the “5 in 5” Livable Streets economic development goals in the south end of the downtown core:**
  - Fayetteville St. Renaissance
  - Support New Convention Center
  - Enhance Pedestrian Environment

## **What led to this point?**

- **Livable Streets plan approved – Spring 2003**
- **Authorization to move forward on new Convention Center and Hotel – Summer 2003**
- **“Master Developer” economic development initiative for 6 city-owned sites around the Convention Center and BTI Center – Fall 2003**
- **After interviews with developers, Council lays out different direction and hires consultants to develop strategic development plan - May, 2004**

## **Questions to Answer...**

- **What should be built to support the City’s investment and enhance the Livable Streets economic development strategy?**
- **Will the market support it?**
- **How should City’s investment in the south end of Fayetteville Street leverage further economic development?**

## Leaders

- **HDR and Dover-Kohl Partners** – Raleigh and Tampa, Florida - Urban Design / Planning
- **Hunter Interests, Inc.** – Annapolis, Maryland - Economic / Real Estate / Market Analysis
- **City of Raleigh Urban Design Center** – Logistics coordination, Livable Streets Plan background/ public involvement

## Deliverables

- **A market-based development strategy** for 6 City-owned sites near BTI and Convention Center
- **A concept plan for Fayetteville Street** south of the terminus of Phase 1
- **An analysis of the other plans** and activities that affect new development
- **An analysis of the impact of new development** on other Livable Streets activities

## Participants

- **Master Developer RFQ respondents**
- **Master Developer steering committee**
- **DRA Board / Chamber / CVB**
- **Local development community**
- **City Boards and Commissions**
- **Shaw Univ. / CAC's**
- **Transit interests**
- **Downtown property owners**
- **Existing and former City Councilors**
- **City staff**



## Process

- **July 2004** – Kickoff – Market Study
- **August 2004** – Individual and small group meetings with stakeholders
- **September 2004** – 4-day design charrette
- **October 2004** – Consultants bring forward initial recommendations
- **October / November** – Refine recommendations, develop draft plan – submit to Council
- **November / December** – Review in CP Comm. – Stakeholder review
- **January 2005** – Approve Plan - Move ahead with next steps

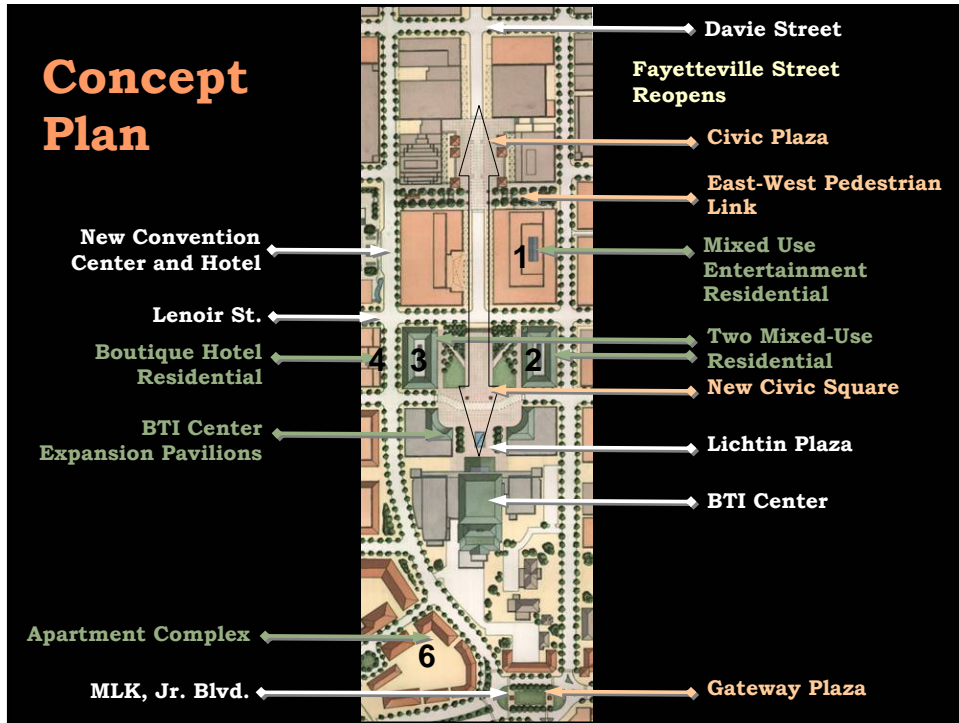
## Key Recommendations

- **Re-open Fayetteville Street from Phase 1 terminus south to at least Lenoir St.** – re-open view all the way to BTI Center
- **Authorize RFP for mixed use developments** on Tract 1 and / or Tract 4 in early 2005.
- **Demolish entire existing convention center** at one time.
- **Update Parking Plan** for downtown
- **Consolidate downtown housing strategy**
- **Study circulation changes** – pedestrian and vehicular

## Context



## Concept Plan



## Site Specific Development Programs



### Site 1 – East Side Existing CC

#### Option A

Urban Entertainment Complex  
150,000 sq. ft.

#### Option B

Civic Mixed Use  
40,000 sq. ft. Library/Civic Meeting Space  
150 Condominiums

#### Option C

Residential-Health Club/Spa  
50,000 sq. ft. Fitness Center  
150 Condominiums



## Site Specific Development Programs



### Site 2 – East Side of Parking Lot

Arts/Mixed Use  
 30,000 sq. ft. Restaurant  
 30,000 sq. ft. Retail  
 10,000 sq. ft. Public Space  
 20 Condominiums



## Site Specific Development Programs

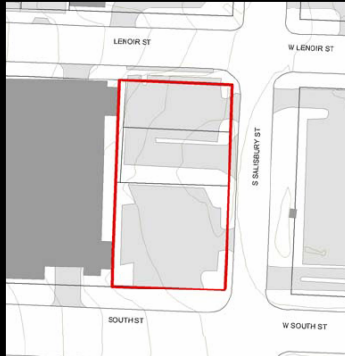


### Site 3 West Side of Parking Lot

Residential and Spa  
 50,000 sq. ft. Health and Fitness  
 100 Condominiums  
 2000 sq. ft. Retail



## Site Specific Development Programs



### Site 4 – BTI Deck Site

Boutique Hotel/Residential  
 80 Hotel Rooms  
 20,000 sq. ft Restaurant/Retail  
 20 Condominiums



## Site Specific Development Programs



### Site 5 – Dawson/McDowell Split

No Immediate Development Program  
 recommended



## Site Specific Development Programs



### Site 6 – Western/MLK/Salisbury

Apartment/Commercial  
 200 Apartments  
 25,000 sq. ft. Office  
 2,000 sq. ft. Retail

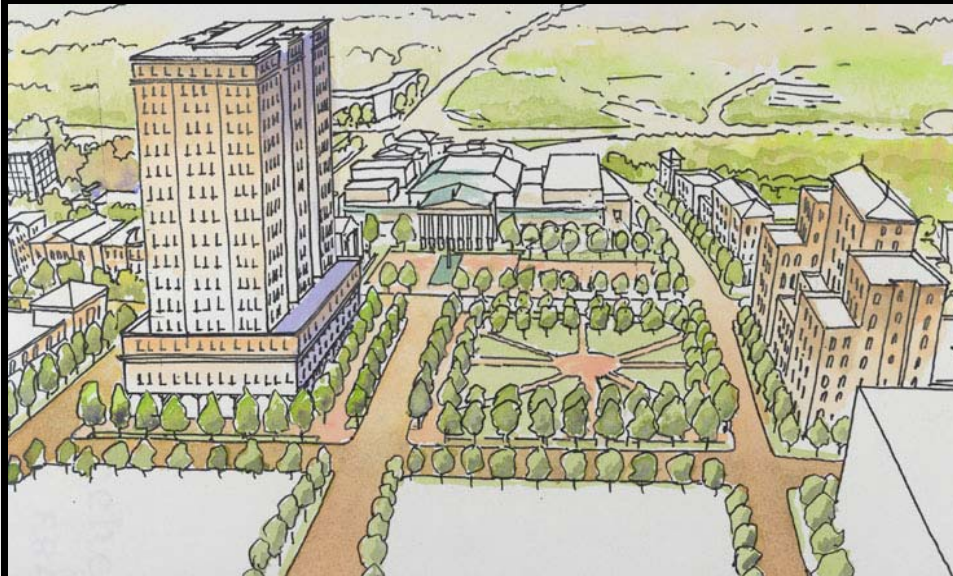


## Fiscal Benefit Analysis

	Property	Sales	Food/Bev.	Hotel	Storm
<b>Site 1 Entertainment</b>	\$73,618	\$450,000	\$180,000	\$0	\$1561
<b>Civic Mixed Use</b>	\$117,858	\$0	\$0	\$0	\$1561
<b>Residential/Health</b>	\$139,978	\$75,000	\$75,000	\$0	\$1561
<b>Site 2 Mixed Use Arts</b>	\$58,342	\$146,250	\$52,500	\$0	\$670
<b>Site 3 Residential/Health</b>	\$123,927	\$79,500	\$50,000	\$0	\$670
<b>Site 4 Hotel/Condos</b>	\$60,791	\$26,250	\$17,500	\$228,899	\$467
<b>Site 6 Apartments</b>	\$87,716	\$4,500	\$0	\$0	\$2024
<b>Totals (High)</b>	\$470,754	\$706,500	\$300,000	\$228,899	\$8514
<b>Totals (Low)</b> (reflecting site 1 options)	\$404,394	\$256,500	\$137,500	\$228,899	\$8514

<b>Total Annual Impact:</b>	<b>\$1,714,667 (high)</b>	<b>\$1,035,807 (low)</b>
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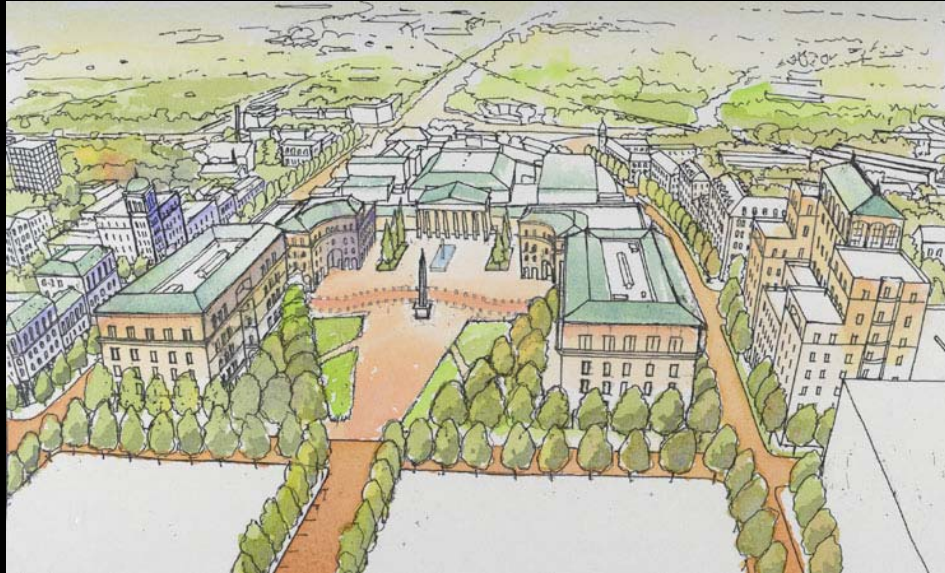
Source: Hunter Interests, Inc.



**Tower/Park Scheme – Plinth Parking**



**Split Scheme – Parking Above**



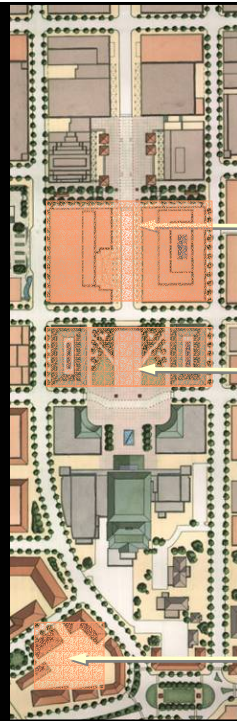
## Split Scheme – Parking Below

## Parking Demand Analysis

		Existing Displaced	New (Zoning)	New (ITE)	New (Shared)
Site 1	Entertainment	0	750	600	420
	Civic Mixed Use	0	396	298	217
	Residential/Health	0	430	384	328
Site 2	Mixed Use Arts	92	818	655	282
Site 3	Residential/Health	91	185	118	178
Site 4	Hotel/Condos	42	320	253	120
Site 6	Apartments	100	443	254	377
<b>Totals (High)</b>		<b>508</b>	<b>2,516</b>	<b>1,880</b>	<b>1,377</b>
<b>Totals (Low)</b>		<b>508</b>	<b>2,162</b>	<b>1,578</b>	<b>1,174</b>
(reflecting site 1 options)					

<b>Net Parking Demand</b>	<b>3008 (high)</b>	<b>1682 (low)</b>
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## Potential New Parking Supply



Phase I/II  
Underground  
Parking Structure  
1600 +/- spaces

Phase III  
Underground  
Parking Structure  
800 +/- spaces

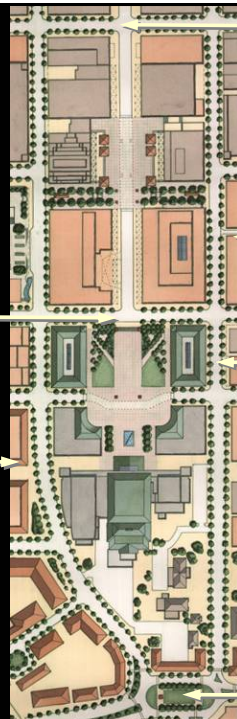
Above ground  
deck associated  
with apartment /  
NCAE / Chamber  
development

## Other Issues

Overall downtown  
housing strategy

South Street /  
Lenoir two-way  
study

Possible re-  
development  
of NCAE /  
Chamber /  
Progress  
Energy area



Davie Street link  
to City Market /  
Warehouse Dist.

Wilmington St. /  
Pope House area

Salisbury /  
Wilmington  
pedestrian  
enhancements

Traffic operations  
analysis

## Next Steps

### Phase 1 Primary Tasks:

1. Authorize final design of southern end of **Fayetteville Street** and adjacent public spaces
2. Conduct a **Traffic Operational Analysis** and Engineering Design for Lenoir/South and MLK/Western
3. Approve **demolition** of the existing Convention Center
4. Solicit **development proposals** for City owned sites 1 and 4 through an RFP Process

## Next Steps

### Phase 1 Other Tasks:

1. Update the **Downtown Parking Study**
2. Authorize the development of a **Pedestrian Improvement and Streetscape Implementation Strategy**
3. Authorize a Comprehensive Downtown **Housing Market Strategy**
4. Authorize the development of a **Public Art Implementation Strategy** for Downtown

## Next Steps

### Phase 2 Tasks:

1. Consider design of proposed **Civic Plaza** in conjunction with development of sites 2 and 3
2. Solicit **development proposals** for City owned sites 2 and 3 through an RFP Process
3. Explore the **possible redevelopment of the NCAE / Chamber / Progress Energy site** adjacent to City site 6 into a more urban density and design
4. Solicit **development proposals** for City owned site 6 through an RFP Process

